

REMARKS

Claims 1 - 22 remain in the application with new claims 23 - 26 having been added and claims 1, 9, and 16 having been amended hereby.

Claims 1 - 26 are pending in this application, with claims 11, 9, 16, and 23 being in independent form. It is submitted that no new matter has been added by the present amendment.

Reconsideration is respectfully requested of the rejection of claims 1 - 22 under 35 U.S.C. 102(b), as being anticipated by U.S. Patent No. 6,067,502 to Hayashida et al ('Hayashida').

Applicant has carefully considered the Examiner's comments and the cited reference, and respectfully submits that amended independent claims 1, 9, and 16 are patentable over the cited reference for at least the following reasons.

As recited in independent claim 1, Applicant's invention relates to a system for providing information, for example, an advertisement, to a user based on a data attribute. When a user accesses a web page and activates a "get map" button, an identification number associated with that web page is sent to a database containing, for example, street address, business type, or map information for displaying on a display screen. In addition, the system may display other information, such as an

advertisement, based on an attribute, for example, the business category or street address of the web page accessed, or the time of day or date. In this manner, the user views information that may be related to the web page initially accessed.

Hayashida, as understood by Applicant, relates to an in-vehicle navigation display device in which a main viewing screen is divided into multiple smaller viewing screens. The screens allow for simultaneous display of map information of various types. For example, one screen displays a map showing the vehicle position and route, while another displays detailed geographic information about the present vehicle position. Alternate routes may be displayed at once, such as an original route and a new route created when the vehicle deviates from the original route. In this way a user may view multiple routes at one time and may make navigation decisions based on observable comparisons.

It is respectfully submitted that the device of Hayashida is different from Applicant's invention as recited in the amended independent claims for at least the following reasons.

Applicant respectfully submits that Hayashida does not show or suggest a display commanding means, an information displaying means, a second data storing means, or a map drawing command

means as recited in independent claims 1, 9, and 16 of the presently claimed invention. Hayashida does not show or suggest a display commanding means pre-assigned with a unique identification code. Hayashida does not pre-assign an identification code to web pages, because Hayashida does not disclose the display of web pages. Hayashida does not show or suggest an information displaying means for displaying information in accordance with a command received. Hayashida does not display information, for example, map information, relating to the street address of a web page upon receipt of a command. Finally, Hayashida does not show or suggest a second data storing means. Hayashida does not store geographical locations, for example, a street address, or attributes, for example, a business category, associated with a web page via an identification code.

Accordingly, Applicant submits that amended independent claims 1, 9, and 16, and the claims depending therefrom are patentable over Hayashida.

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Favorable reconsideration is earnestly solicited.

Respectfully submitted,

COOPER & DUNHAM LLP

A handwritten signature in black ink, appearing to read "Jay H. Maioli". The signature is fluid and cursive, with the first name "Jay" and last name "Maioli" clearly distinguishable.

Jay H. Maioli  
Reg. No. 27, 213

JHM:FAB/jb

VERSION WITH MARKINGS TO SHOW CHANGES MADE

--1. (Twice Amended) An information displaying system including a server apparatus and capable of accessing said server apparatus, for displaying information corresponding to a geographical location on said information displaying apparatus, comprising:

display commanding means pre-assigned with a unique identification code;

information displaying means for displaying information in accordance with a command received from said display commanding means;

first data storing means for storing map drawing element data for drawing a map;

second data storing means for storing said geographical location corresponding to contents displayed in accordance with said command received from said display commanding means and for storing first attribute information so that said geographical location and said first attribute information correlate with said identification code; and

map drawing command means, linked from said display commanding means, for searching said first data storing means to

draw said map corresponding to said geographic location obtained from said second data storing means corresponding to said identification code, wherein said map, in accordance with a command received from said map drawing commanding means, is displayed by said information displaying means.

--9. (Twice Amended) An information providing apparatus for providing information corresponding to a geographical location to a user information displaying apparatus via a network, comprising:

display commanding means;

information displaying means;

first data storing means for storing map drawing element data for drawing a map;

second data storing means for storing said geographical location corresponding to a particular identification code and for storing first attribute information, so that said geographical location and said first attribute information correlate with said identification code; and

map drawing commanding means for searching said first data storing means to draw said map corresponding to said geographical location obtained from said second data storing means

corresponding to said identification code, wherein, when said display commanding means assigned with said identification code is linked to said map drawing commanding means, said map drawing commanding means causes said information displaying means to draw and display said map.

--16. (Twice Amended) An information providing method for providing information corresponding to a geographical location to a user information displaying apparatus via a network, comprising the steps of:

storing map drawing element data for drawing a map in first data storing means;

storing said geographical location corresponding to a particular identification code and storing first attribute information in second data storing means so that said geographical location and said first attribute information correlate with said identification code; and

searching said first data storing means for drawing a map corresponding to said geographical location obtained from said second data storing means corresponding to identification code, wherein, when display commanding means assigned with said identification code is linked to map drawing commanding means,

the step of searching is performed for drawing and displaying of said map by information displaying means.

--23. (New) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing an information file managed by said server apparatus, comprising:

geographical information acquisition means accepting an identification information inputted from outside, generating geographical display information for displaying information corresponding to a geographical location, and sending said generated geographical display information to said information displaying apparatus, said geographical location being preset in correspondence with said identification information, and

advertisement information acquisition means generating advertisement display information for displaying advertisement information to be displayed with said geographical display information in corresponding to said identification information, wherein,

said server comprises displaying commanding means setting an unique identification information in corresponding to said information file, and



said information displaying apparatus comprises  
server access means accessing said information file managed  
by said server apparatus via said network,  
selection means selecting said unique identification  
information set in correspondence with said displaying commanding  
means of said information file, and  
display means performing image display process in accordance  
with said geographical display information and said advertisement  
display information sent from said geographical information  
acquisition means and from said advertisement information  
acquisition means in correspondence with said selected unique  
identification information, respectively.

--24. (New) The information displaying system according to  
claim 23, wherein:

in said display means of said information displaying  
apparatus, a geographical image is displayed in accordance with  
said geographical display information sent from said geographical  
information acquisition means,

image indicating advertisement corresponding to said  
geographical display information sent from said advertisement  
information acquisition means is displayed on a same display

screen with said geographical image drawn, and

a location corresponding to at least one of said displayed advertisement is not indicated on said geographical image drawn.

--25. (New) The information displaying system according to claim 23, wherein:

said geographical information acquisition means comprises first data storing means storing drawing information for drawing said geographical image,

second data storing means storing a geographical location corresponding to said preset unique identification information set by said displaying commanding means and a first attribute information, said geographical location and said first identification information being stored in correlation with said unique identification information,

map search means searching said second data storing means using said unique identification information to obtain a geographical location corresponding to said unique identification information, searching said first data storing means using said obtained geographical location to obtain a drawing information corresponding to said geographical location as said geographical display information, and

said advertisement information acquisition means comprises third data storing means storing said advertisement display information and second attribute information indicating attribute of said advertisement, and

advertisement search means searching said second data storing means using said unique identification information to obtain said first attribute information corresponding to said unique identification information, determining said second attribute information corresponding to at least one of said first attribute information obtained and said obtained geographical location, and searching said third data storing means using second attribute information obtained to obtain said advertisement display information corresponding to said second attribute information obtained.

--26. (New) The information displaying system according to claim 25, wherein:

said first and second attribute information include no information relating to a geographical location.--